

CONTRACT



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

GMMB
3050 K STREET NW
WASHINGTON, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
341803 /		WOC10035732
<u>Product</u>		
<u>Candidate Orders</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/16/12 - 10/22/12	2051	
<u>Advertiser</u>		<u>Original Date / Revision</u>
OBAMA FOR AMERICA		10/15/12 / 10/26/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WRC	Kaitie Conway	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	95	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
25779	19078	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Spots	
N 1	WRC	10/16/12	10/19/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	1	1	\$1,350.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- TWTF --				1	\$1,350.00				
N 2	WRC	10/16/12	10/19/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	1	1	\$1,000.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- TWTF --				1	\$1,000.00				
N 3	WRC	10/16/12	10/22/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	5	5	\$2,500.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- MTWTF--				5	\$500.00				
N 4	WRC	10/16/12	10/22/12	Access H Live 12-1p	12-1p		:30			NM	5	5	\$3,000.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- MTWTF--				5	\$600.00				
N 5	WRC	10/16/12	10/22/12	1-2P DAYS OF OUR LIVES	1P-2P		:30			NM	5	5	\$4,000.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- MTWTF--				5	\$800.00				
N 6	WRC	10/16/12	10/22/12	Steve Harvey	2-3p		:30			NM	5	5	\$1,750.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/16/12	10/22/12	- MTWTF--				5	\$350.00				
N 7	WRC	10/16/12	10/20/12	News 4 Sat 9-1030a	9-1030a		:30			NM	1	1	\$900.00
IP													

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCU CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #	
341803 /	WOC10035732	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Candidate Orders	2051
Advertiser		Original Date / Revision
OBAMA FOR AMERICA		10/15/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$900.00			
N 8	WRC	10/16/12	10/21/12	News 4 Sun	9-10a		:30			NM	1	\$900.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$900.00			
N 9	WRC	10/16/12	10/22/12	Ellen			:30			NM	3	\$1,800.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	M-W-F--				3	\$600.00			
N 10	WRC	10/16/12	10/22/12	5-6A NEWS4 @5AM			:30			NM	3	\$2,430.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	M-W-F--				3	\$810.00			
N 11	WRC	10/16/12	10/22/12	6-7A NEWS4 @ 6AM			:30			NM	5	\$9,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				5	\$1,800.00			
N 12	WRC	10/16/12	10/22/12	7-9A TODAY SHOW			:30			NM	5	\$12,700.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				5	\$2,540.00			
N 13	WRC	10/16/12	10/20/12	Redskins Chronicle Sa	530		:30			NM	1	\$250.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$250.00			
N 14	WRC	10/16/12	10/20/12	News 4 Sat 6am	6-7a		:30			NM	1	\$600.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$600.00			
N 15	WRC	10/16/12	10/20/12	Saturday Today	7-9a		:30			NM	1	\$1,800.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$1,800.00			
D 16	WRC	10/16/12	10/21/12	News 4 This Week			:30			NM	0	\$0.00
N 17	WRC	10/16/12	10/21/12	News Sun	6-7a		:30			NM	1	\$650.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$650.00			
N 18	WRC	10/16/12	10/21/12	News Sun	7-8a		:30			NM	1	\$1,080.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$1,080.00			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 341803 /	Alt Order # WOC10035732	
Contract Dates 10/16/12 - 10/22/12	Product Candidate Orders	Estimate # 2051
Advertiser OBAMA FOR AMERICA		Original Date / Revision 10/15/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 19	WRC	10/16/12	10/21/12	Sunday Today 8-9a	8-9A		:30			NM	1	\$2,700.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/15/12	10/21/12	-----S	1					\$2,700.00			
N 20	WRC	10/16/12	10/22/12	News 4 @ 4:30a	430-5a		:30			NM	3	\$450.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	M-W--S	3					\$150.00			
N 21	WRC	10/16/12	10/19/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	2	\$1,400.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	-T-T---	2					\$700.00			
N 22	WRC	10/16/12	10/22/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	3	\$4,800.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	M-W-F--	3					\$1,600.00			
N 23	WRC	10/16/12	10/22/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	5	\$9,000.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	MTWTF--	5					\$1,800.00			
D 24	WRC	10/16/12	10/22/12	730-8P ACCESS HOLLYWOOD 730P-8P			:30			NM	0	\$0.00
N 25	WRC	10/16/12	10/22/12	The Voice		8-10p		:30		NM	1	\$11,500.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	M-----	1					\$11,500.00			
D 26	WRC	10/16/12	10/22/12	Revolution		10-11p		:30		NM	0	\$0.00
N 27	WRC	10/16/12	10/16/12	The Voice		8-9p		:30		NM	1	\$7,500.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/15/12	10/21/12	-T----	1					\$7,500.00			
D 28	WRC	10/16/12	10/16/12	Go On/New Normal		9-10p		:30		NM	0	\$0.00
D 29	WRC	10/16/12	10/16/12	Parenthood		10-11p		:30		NM	0	\$0.00
N 30	WRC	10/16/12	10/19/12	Grimm		9-10p		:30		NM	1	\$5,900.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/15/12	10/21/12	----F--	1					\$5,900.00			
N 31	WRC	10/22/12	10/22/12	9-10A TODAY SHOW 2		9A-10A		:30		NM	1	\$1,350.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/16/12	10/22/12	M-----	1					\$1,350.00			
N 32	WRC	10/22/12	10/22/12	10-11A TODAY SHOW 3		10A-11A		:30		NM	1	\$1,000.00
	CDR											

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FOR NBC CONTRACTS:

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<u>Contract / Revision</u>	<u>Alt Order #</u>
341803 /	WOC10035732

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Candidate Orders	2051

<u>Advertiser</u>	<u>Original Date / Revision</u>
OBAMA FOR AMERICA	10/15/12 / 10/26/12

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FOR NBCE CONTRACTS:

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Contract / Revision	Alt Order #	
341803 /	WOC10035732	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Candidate Orders	2051
Advertiser		Original Date / Revision
OBAMA FOR AMERICA		10/15/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,000.00			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WRC	10/15/12-10/21/12		Sat. Night Live	1130P-1:02a	-----Sa--	:30		\$2,000.00	NM		
		See MG 43.2										
2	WRC	10/15/12-10/21/12		Sat. Night Live	1130P-1:02a	-----Sa--	:30		\$1,500.00	NM		
		(M) MG for 43.1 10/20										
N 44	WRC	10/21/12	10/21/12	6-630P NEWS4 @ 6P SU WI 6-630P				:30		NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,750.00			
N 45	WRC	10/21/12	10/21/12	Chris Matthews	10-1030A			:30		NM	1	\$5,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$5,000.00			
N 46	WRC	10/16/12	10/20/12	11-1135p M-SU L NEWS	11P-1135P			:30		NM	2	\$5,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF-S-				2	\$2,500.00			
N 47	WRC	10/16/12	10/20/12	11-1135p M-SU L NEWS	11P-1135P			:30		NM	2	\$7,200.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$3,600.00			
N 48	WRC	10/21/12	10/21/12	Late News (NFL)	1130P-1205a			:30		NM	1	\$3,600.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,600.00			
N 49	WRC	10/21/12	10/21/12	Press Pass	11:32-1149a			:30		NM	1	\$4,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00			
N 50	WRC	10/17/12	10/17/12	Animal/Guys	8-9p			:30		NM	1	\$4,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$4,000.00			
N 51	WRC	10/17/12	10/17/12	Law & Order SVU	9P-10P			:30		NM	1	\$7,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W---				1	\$7,000.00			
N 52	WRC	10/18/12	10/18/12	30 Rock/UAN	8-9p			:30		NM	1	\$4,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
N 53	WRC	10/19/12	10/19/12	Grimm	8-9p			:30		NM	1	\$2,500.00
		IP										

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCU CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #	
341803 /	WOC10035732	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Candidate Orders	2051
Advertiser		Original Date / Revision
OBAMA FOR AMERICA		10/15/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
										Start Date		
Week: 10/15/12		10/21/12		--F--				1	\$2,500.00			
										Totals	98	\$162,190.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	98	\$162,190.00	\$137,861.50
Totals	98	\$162,190.00	\$137,861.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.